INTRODUCTION

Dual-career couples have been defined as ―a married couple where both husband and wife have different careers, HR Dictionary, (2011). ―For dual-career couples and working women, balancing work demands with personal and family responsibilities is difficult to do, Jackson and Mathis, (2007), and the situations becomes even more challenging where dual career couples have a child or children Dual-career couples where both partners are pursuing simultaneous careers is a prevalent and lasting phenomenon that reflects the increasing educational achievements and career aspirations of women worldwide (Smith, 1997). It is necessary to differentiate between similar terms which nevertheless are not fully equivalent:

1) Dual-career families or dualcareer marriages are characterized by two incomes in the family with both partners having a future career orientation and a psychological commitment to their work.
2) Dual-income families are characterized by both husband and wife earning an income outside the household where nonetheless only one is a career-oriented partner. (Harvey, 1995; Bird and Schunrman-Crook, 2005).

In the competetive era of higher education universities, there is a growing need for effective work life policies and programmes for dual career couples which can enhance quality of worklife of individuals.

Quality of Work Life

Quality of Work Life is the existence of a certain set of organizational conditions or practices. This definition frequently argues that a high quality of work life exists when democratic management practices are used, employee's jobs are enriched, employees are treated with dignity and safe working conditions exist. Akdere (2006) holds that researchers interested in the concept of quality of work life are looking for new mechanisms to help employees to balance their work and personal lives. According to Chan, and Einstein, (1990) people also conceive of QWL as a set of methods, such as autonomous work groups, job enrichment and high involvement aimed at boosting the satisfaction and productivity of workers.

Thus QWL is a comprehensive construct that includes an individual‘s job related well being and the extend to which work experience are rewarding fulfilling and devoid of stress and other negative personal consequences. It is associated with job satisfaction, job involvement, motivation, productivity, health, safety and well-being, job security, competence development and balance between work and non work life and he concluded as QWL from the perspective of IT professionals is challenging both to the individuals and organizations. According to the rising number of two income households is heightening the concern for employees QWL. Uli, Che Rose, Beh and Idris (2006) said that the rising number of the two-income household is heightening the concerns for employees‘ quality of work life. Female participation at work increasing, thus males and females independently will need to take care of both work and home. By means of this, extra focus is required to take care of work and residence. These caused an imbalanced proportion of time spend and cause most of this people live a less quality life. Given the female participation at work is increasing, it is apparent that males and females independently will need to take care of both work and home. Therefore, quality of work experience rather than work perse became the focus attention and workplace wellness is crucial in promoting healthier working environments.

Individual and Organisational Implications	
Work-Life Balance Benefits to The Organization	**Work-Life Balance Benefits To The Individual**
• Measured increases in individual productivity, accountability and commitment • Better teamwork and communication • Improved morale • Less negative organizational stress	• More value and balance in your daily life • Better understanding of what your best • individual work life balance is Increased productivity • Improved relationships both on and off the • job Reduced stress

Individual Implications

Dual career faculty couples face a unique set of challenges within the academic world. While these couples face the same challenges as all dual career couples, faculty couples have to also combine these normal stresses with special challenges of working as a faculty member. The first challenge is the original job search and finding two positions. The next challenge is to both make it through the tenure and promotion process. The third challenge is to have advancement opportunities. Along the way, the couple has to work together to develop a work/life balance plan to provide an environment for each person within the pair to thrive toward his/her career goals and personal goals. Besides balancing the day-to-day activities of a functioning household, couples must agree on timing for or if they will start a family and advancement opportunities for each.

Organisational Implications

The management of the new age organization is confronted with a variety of challenges (Baruch, 1999). Work context, which includes dissatisfaction with superiors, dissatisfaction with the work environment, and organizational support, emerged as a critical dimension influencing one's decision to move or stay in the organization.(Saxena Bhatnagar, 2009). Since attraction and retention of talent is a key human resource management challenge for organizations today, understanding and addressing the special needs of dual career couples can provide a competitive edge to retaining talent. (Saxena andBhatnagar, 2009). Most of the corporate are facing the dilemma of dual career couples problems and their retention. Many of the corporates which are now providing richer job opportunities are also facing high attrition rates because of the organisational work pressure and long working hours.

In the study for measuring Quality of Work Life of the dual career couples following factors are helpful in understanding requirements of dual career couples:-

i) **Satisfaction with fair payment:** Sufficient salary for a full time work and enough payment to cover current life requirements considering social criteria;

ii) **A safe and healthy working environment**: It consists of safe physical and mental working situations and determining logical working hours;

iii) **An opportunity for continual growth**: Having good conditions to increase personal empowerment and skills;

iv) **Social relationship in organizations:** It refers to the employee‘s perception of social responsibilities of the firm;

v) **Balanced role of work**: Existence of equilibrium between work life and other sections of employee‘s life;

vi) **Social Coherent in the work organization:** Sense of belonging to organization;

vii) **Regulations and rule orientation**: The situation for employees to express their opinions without being afraid of to managers;

viii) **Developing human capacities**: Includes different opportunities for personnel such as independency at work having the authority to access the related information for their tasks.

Organizations have to introduce specific measures and initiatives in order to assist their dual-career couples and parent employees to achieve work-life balance, and thus to achieve their commitment and contribution to the achievement of organizational objectives in an effective manner. In recent years the growing literature on work and family has emphasised the importance for organisational effectiveness of appropriate employer responses to the interface between career and domestic management. Work and family cannot be considered separate entities, and what happens to a person in the course of working is determined by the larger setting in which work takes place Tensions in one domain are inevitably transferred to the other. Thus dual careers have become a central consideration for human resource practitioners .

REVIEW OF LITERATURE

S. No	Author	Year	Topic	Objective	Findings
1.	Gokulakrishnan, A.*(Protagonist International Journal of Management And Technology (PIJMT)Vol 2 No 1.*	2015	Antecedents of Work-Family Conflict among Dual-Career Couples: An Indian Study.	This study is aimed at obtaining a comprehensive view of the work-family interface among Indian dual career couples. The study represents an important contribution to an examination of those factors that lead to work family conflict within the dual-career setting.	Work family conflict exists under three conditions. They are: time-based; strain-based and behaviour-based.. Such practices have been found to be associated with lower levels of work-family conflict and job dissatisfaction.
2.	Kshirsagar, V.S. *International Journal of Multidisciplinary Research and Development Volume: 2, Issue: 6, 210-212.*	2015	Impact of work life balance on employee's performance and gender differences with respect to SME'S in selected manufacturing sector units.	The purpose of the study was to identify the association between work life balance and gender differences in small and medium organization as well as to study the impact of worklife balance program on the individual employee's Performance factors. The research is based on primary & secondary data. The study has been undertaken among small and medium organisation of various manufacturing sector units with reference to Navi Mumbai.	The findings suggest that there is association between work life balance and gender differences with respect to small and Medium manufacturing sector units . It also found that there is impact of work-life balance program on the individual employee's Performance factors .
3.	Bhatia,Y. *Journal of Business Management & Social Sciences Research (JBM&SSR)*	2015	Work-Life Balance and Gender Differences In Middle Level Managers	The current study was undertaken to evaluate "How does Work-Life balance manifest itself among various women managers in India as against men".	Findings suggested women managers experience significantly more work interference in

S. No	Author	Year	Topic	Objective	Findings
	ISSN No: 2319-5614 Volume 4, No.7.		In India.	Relevance of the current study is to explore the similarity or difference between women managers, and their male counterparts, in terms of experiencing and being impacted by WLB.	personal life and personal life interference in work, as compared to men because they traditionally spend more hours in household work than men. Women managers consistently report significantly higher job/family role conflict, which then accompanied by higher mental and physiological strains than men.
4.	Mathur, R. and N. Swami International Research Journal of Interdisciplinary & Multidisciplinary Studies (IRJIMS),Volume-I, Issue-IX, Page No. 18-24	2015	Work-Family Conflict: Coping Strategies to Optimize Wellbeing in Working Couples.	The present paper tries to explore a holistic approach towards the role of work-family conflict and coping mechanism in determining the wellbeing in working couples.	In dealing with multiple roles and work pressure and for enhancing well-being, working couples use coping strategies depending on their individual experiences. Problem focused coping styles are more effective in relation to well-being as compared to emotion focused coping.
5.	Hill, P.w , M.A. Holmes , J. McQuillan *(Advances in Gender*	2014	The New STEM Faculty Profile: Balancing	This article contrasts "ideal worker" with "real worker" characteristics among STEM	This paper provides evidence that supports institutional

S. No	Author	Year	Topic	Objective	Findings
	Research, Volume 19) Emerald Group Publishing Limited, pp.3 – 20		Family and Dual Careers, Gender Transformation in the Academy.	(Science,Technology,Engineering and Mathematics) faculty in gendered organizations. The gap between the two reveals the need for academic institutions to revise the notion of and the policies for typical faculty members.	change to accommodate the new academic workers, most of whom are part of dual career couples.Only 13% of the surveyed STEM faculty resemble the "ideal worker" by having a partner who is not employed and who ensures all family care giving. The vast majority of STEM faculty are men with an employed partner who is more likely to have a professional degree (33%) rather than a nonprofessional (22%) degree.
6.	Jyothi, P. and S. Neelakantan *IOSR Journal of Business and Management (IOSR-JBM)Volume 16, Issue 1. Ver. II*	2014	Quality of Work Life and Academic Dual - Career Couples.	The study aims to investigate the QWL(Quality of work Life) dimensions and dual-career couple's job performance through quantitative survey on 68 full-time academic dual -career couples. The survey is conducted based on a structured questionnaire designed with 5-point Likert-scale questionnaire. The sample includes private universities in India.	The results showed the positive influence of QWL factors on dual career couples job performance and it shows that there is no significant difference between male and female among dual career couple in terms their Quality of work life, which

S. No	Author	Year	Topic	Objective	Findings
					indicates the implementation and enhancement of QWL programmes, can contribute to improvements in the performances of academic dual-Career couples.
7.	Sultana, N. and A.Tabassum *Canadian Journal of Family and Youth, 6(1)*	2014	Dual-Career Couples in Bangladesh : Exploring the Challenges.	The current study is initiated with regard to Bangladeshi dual-career couples. The study explored this issue because of the dual responsibilities involved on the part of working couples and their vulnerability to such problems as work-family conflict, personal well-being, family activity maintenance, housekeeping activities, and social relationship maintenance.	To minimize work family conflicts, it is suggested that the employers of dual-career couples should revise their organizational policies to be family-friendly as this change would increase employee and organizational performance.A collaborative effort on the part of both the employers and employees is crucial for fostering a positive work environment in organizations in Bangladesh.
8.	Kaur, G. and R. Kumar *ASIAN JOURNAL OF MANAGEMENT RESEARCH 583 Volume 4 Issue 3.*	2014	Organisational work pressure rings a "time-out" alarm for children: A dual-career couple's	This exploratory study shows that the research tool used in this research piece is useful to evaluate two variables in dual-career employees: organizational work pressure and employees	Organizational support has emerged as a decisive factor for dual career couples, especially when a couple had young children, to stay

S. No	Author	Year	Topic	Objective	Findings
			study.	missing quality time with children.	or quit the organisation. Organizations can consider options like flexible time and work schedules, job-sharing, intelligent use of IT to allow work from home (WHM) and telecommuting, providing dependable child care facilities, etc.
9.	Kayaözba, R.. *Procedia - Social and Behavioral Sciences* 140 643–649.	2014	Does Job Satisfaction Mediate The Relationship Between Work-Family Conflict And turnover?A Study of Turkish Marine Pilots	The present study investigated the mediating effects of jobsatisfaction on the relationship between work-family conflict and turnover intentions in a sample of 100 Turkish Marine Pilots.	Findings revealed that shifting system and WFC have a positive effect on turnover intentions whereas numbers of man-hour and job satisfaction have a negative effect on turnover intentions.
10.	Kanchana, D. and P.Ganapathi Volume : 4, Issue : 6, ISSN - 2249-555X.	2014	Work /Life Balance For Dual Career Couples in Namakkal District.	The main aim of this research was to study the work life balance of the dual career couple working in Namakkal District, Tamil Nadu., and suggest remedial measures to overcome their work life imbalance.	A key for success of each individual and the dual career couple is frequent and open communications about personal and professional goals for individuals and their family unit. Couples, along with flexibility should look to

S. No	Author	Year	Topic	Objective	Findings
					find ways for professional development Opportunities locally that help to expand their career.
11.	Mishra, S. and R. nigam *Volume NO. 4 , Issue No. 07, ISSN 2231-5756.*	2014	Work-life balance in dual working couples in medical sector.	This article aims to study the work life balance of dual working couple in Medical Sector and also find out relationship between individual variables like gender, age, marital and parental status with work life balance.	A significant proportion of doctors are found to be dissatisfied with the average number of their work-hours. Doctors experience a sense of being over burdened in fulfilling the assigned responsibilities. Work life balance is a serious issue for doctors as long hours at work are stealing quality hours from the time that they can dedicate to their families and personal pursuits.
12.	Singh, S. *G.J. C.M.P., Vol. 2(3) 2013:84-91.*	2013	Work-life balance: A literature review.	The purpose of this paper is to review the existing literature on Work life balance with the identification and description of work life balance with number of sections.	The literature identifies its effect on various quality life conditions i.e Job Satisfaction, Work Stress, Career Growth, Turnover, Absenteeism, Appreciation and competitive environment in context with

S. No	Author	Year	Topic	Objective	Findings
					Work-life Balance and its practices/policies. In this paper, an endeavour has been made to provide an overview of various aspects of Work-Life Balance through the review of existing literature.
13.	Ugoani, J.N.N. *Manag. Adm. Sci. Rev. ISSN: 2308-1368 Volume: 2, Issue: 5, Pages: 575-582 .*	2013	Emotional Intelligence and Balancing Work-Family-Conflict among Dual-Career-Parents in Nigeria.	The research was designed to assess the influence of emotional intelligence (EI) in balancing work-family conflict (WFC) among dual career parents in Nigeria, and propose strategies for enhancing it. Emotional intelligence refers to how well an individual handles herself and others rather than how smart she is or how capable she is in terms of technical skills. The survey research method was used and two methods were used for data generation.	It was found that Emotional Intelligence is essential for balancing work-family conflict among dual-career parents in Nigeria. Acquiring multiple skills is expedient in the new paradigm to ensure flourishing and successful work-family life.
14.	Umer1, R. and M.Zia-ur Rehman *ISSN-L: 2223-9553, ISSN: 2223-9944,Vol. 4 No. 5.*	2013	Impact of work life balance and work life conflict on the life satisfaction of working women: A	The impact and significance of work-life conflict and work life balance of women in the higher education sector in Islamabad Pakistan is addressed in this study. This research is case study of five	The results of the study indicate that work life balance and work life conflict has a significant impact on the life satisfaction of working women

S. No	Author	Year	Topic	Objective	Findings
			case study of higher education sector of twin cities of Pakistan.	universities of Islamabad NUML, Comsats, International Islamic university, Preston University and Bahria University.	for the reasons that in Pakistani culture women's first priority is to look after her home.Results also indicated that there exists no significant difference in degree of life satisfaction, work life balance and work life conflict among women working in public sector versus private. As in universities both public and private sector timings are almost same.
15.	Godenzi, F..	2012	The Dual-Career Family of the 21st Century	The purpose of this study was to understand how married women in the second decade of the 21st century balance their careers and their families and how they confront the challenges they face. Not only could this information help working-mothers to better balance competing demands, but it could also act as evidence for companies as to why family-friendly workplace policies should be implemented.	Within the individual households, and in the workplace, the data suggested that working mothers were receiving more support, both attitudinal and practical, from their husbands and their employers than before. The findings reflect a change in the workplace towards integration between work and family due to the greater number of

S. No	Author	Year	Topic	Objective	Findings
					women in leadership and management positions.
16.	Kossek, E.E. *Psychol. SUMMER; 64(2): 289–313.*	2012	workplace social support and work–family conflict: a Meta-analysis clarifying the influence of general and work–family-specific supervisor and organizational support.	The purpose of this article was to (a) test whether or not work–family-specific workplace social support is more strongly related to work–family conflict than general support, and (b) develop and test a path model of the interrelationships between different types and sources of workplace social support as related to work–family conflict in a single, simultaneous model.	This study shows it is important for organizations to invest in selecting and developing managers who are able to provide positive workplace social support for employees generally on the job and for work–family-specific issues.
17.	Ochsner, Tyler J., *Communication Studies Undergraduate Publications, Presentations and Projects.* Paper 17.	2012	The Impact of Dual-Career Marriage on Role Conflict and Marital Satisfaction.	The goal of this study was to examine dual-career marriage and its influence on role conflict and marital satisfaction. This study explore the history, context, and typologies of dual-career marriage, the effect of dual-career marriage on role conflict, and more specifically work-family and family-work conflict; and the consequences and influence of dual-career marriage on marital quality and satisfaction.	The investigator determined that work-family conflict shows a significant difference based on the number of children in the family and a significant relationship with economic status in dualcareer marriages.. The three most effective communication strategies or techniques for dual-career marriages included talking about stresses and

S. No	Author	Year	Topic	Objective	Findings
					conflicts; maintaining open communication; and planning and scheduling ahead.
18.	Ramadoss, K. and U. Rajadhyaksha *J Soc Sci, 33(2): 227-233* .	2012	Gender Differences in Commitment to Roles, Work-family Conflict and Social Support.	The purpose of this paper was to examine gender differences, if any, in commitment to various roles, the work environment, work-to-family conflict, types of strain, and social supports among employed parents with school going children belonging to the upper socio-economic status in urban India. Data was collected from employees working full time (N = 208) and belonging to dual-career families in Bombay. Survey method was used to collect data.	This study show that there was a significant difference between men and women in work-to-parent conflict and energy-based strain but not in work-spouse conflict, work-leisure conflict or work-homemaker conflict. Men reported significantly more support than women in supervisor support, co-worker support and extended family support in managing work and family responsibilities.
19.	Panda, U. K. *Vol. 57, No.2.*	2011	Role Conflict, Stress and Dual-Career couples: An Empirical study. *The Journal of Family Welfare*	This is an empirical study to find reasons of role-conflicts and stress among the dual career couples; decide the level of conflict and stress among the dual-career couples, and explore the coping strategies to identify areas for policy interventions. This paper explores issues pertaining to role conflicts between the dual-couples related to	Woman as an employed individual could be able to add new values and elevate her importance in the family due to her earning capacity, choosing a career and power of decision making. Role conflicts, stress and strain among the dual

S. No	Author	Year	Topic	Objective	Findings
				childcare, domestic work, role conflict, main reasons for stress, and their opinions about stress that was caused due to workload and whether they get time to finish tasks assigned at office everyday.	career/employed couples affect the career and goals of the wife in more cases than the husband and the same was also found in some male cases. Women are needed to be well concentrated to improve their status. Unfortunately, the policies and programmes are not adequate, extensive and many times even they are not properly implemented.
20.	Sprunt, E. and Howes, S., *J. Pet Tech,* 63 (10): 60–62.	2011	Results of Dual-Career Couple Survey	A survey of SPE's membership conducted in May 2011 by the SPE Talent Council showed that dual career couples comprise about half the petroleum engineering workforce (Sprunt and Howes 2011a, b). In many of those couples, each partner contributes between 40% and 60% of the household income. Situations that jeopardize the employment of one partner are a major financial consideration. Two significant challenges for dual-career couples are relocation and	The issue is not how we have traditionally done business and acquired critical experiences and skills, but rather what must get done and how it can be done with a workforce that has different domestic responsibilities than the vanishing workforce previously dominated by single breadwinners. In the past,

S. No	Author	Year	Topic	Objective	Findings
				childrearing. To better understand the challenges facing dual-career couples, in December 2011, the SPE Talent Council surveyed SPE members under age 45.	companies benefitted from having employees with nonworking spouses, who served as a full-time domestic personal assistant. That fraction of the workforce is now rapidly shrinking. Reframing workforce issues as dual-career-couple issues will help attract, retain, and promote women.
21.	Grady,G. and A. M. McCarthy *Journal of Managerial Psychology,Vol. 23 No. 5, pp. 599-622*	2008	Work-life integration: experiences of mid-career professiona l working mothers.	This paper aims to explore how mid-career professional mothers perceive themselves in relation to their work and family roles. This paper makes contributions to work-life integration and career theory. It provides one of the first empirical studies on work-life integration in Ireland using the construct of meaningful work and secondly builds on the kaleidoscope career model.	The study reports that a complex relationship of work-related dynamics and personal factors shaped the meaning for these women amid competing priorities of work, family and individual lives. Organisation and co-ordination of multiple activities with support from various sources was fundamental to finding balance. A deep sense of motherhood was evident in that their children were their

S. No	Author	Year	Topic	Objective	Findings
					number one priority but career was of high importance as they sought stimulation, challenges, achievement and enrichment in their work. In mid-career transition, the respondents seek more self-care time in an effort to find new meaning in the work, family and self equation
22.	Singh,T., A.Singh, P. Singh *WORKING PAPER NO.263*	2007	Relationship of Stress and Job Satisfaction :A Comparative Study of Male & Female of Dual Career Teacher Couples of India.	The study intends to explore the relationship of work role stressors, family role stressors, and work family conflict with the job satisfaction of male and female members of dual career teacher couples in India. The sample comprises of 254 dual career teacher couples from universities of the northeastern states of India, with at least one member from the couple teaching at the tertiary level of education.	The results indicate that stressors related to work-role and work-family conflict negatively relate to job satisfaction of both the genders. Family role stresses positively relate to the female member's job satisfaction but have no relationship to that of their male partner's.
23.	Nissen, B.T. and L. V. Vuuren *SA Journal of Industrial Psychology, 2003, 29 (1), 18-25*	2003	Communication of job-related information and Work family Conflict in Dual-	The goal of this study was to determine whether inadequate communication regarding the sharing of job-related information between dual-career spouses contributes to	Findings suggest that couples that have factual information about their spouse's daily routine, office setup, colleagues and

S. No	Author	Year	Topic	Objective	Findings
			Career Couples.	marital dissatisfaction. The Work Perception Questionnaire (WPQ) was designed and administered to obtain information on dimensions that 80 dual-career couples (married or in co-habitation) perceived to contribute to marital conflict and that have an impact on the quality of their relationships.	other work-related issues, may manage their work and family lives better and may even experience more satisfaction at work and home. The main findings indicated that male partners experienced more marital conflict than their female partners if they did not have adequate job-related information about their partner's work. However, the findings for the female partners were non significant.
24.	Poelmans, S. *research paper no 443*	2001	Work-Family Conflict as a Mediator of the work stress – Mental health relationship .	The purpose of this exploratory study was to relate time-based work-family conflict(TWFC) with work stress and mental health, using a sample of Spanish managers. The study revealed that Organizational climate and home-work balance are the only variables that directly influence mental health. The literature suggests that Spanish managers may experience higher degrees of work-family conflict because of the higher number of	In a quantitative study of 115 Spanish managers, it is found that TWFC mediates the relationship between some work stressors and mental health. This implies that mental health problems will increase if work stress spills over to the family and consequently causes work-family conflict.

S. No	Author	Year	Topic	Objective	Findings
				working hours, higher levels of organizational stress, different culturally determined coping patterns, unfavorable health habits such as smoking, and the typical importance of the family in Latin countries.	
25.	Sabil, S. and S. Marican *Faculty of Economics and Administration University of Malaya, 50603 Kuala Lumpur.*		The human capital of dual career women in Sarawak : The impact of working time towards work family conflict.	In Malaysia, the women workforce comprises of 50% of the workforce and 70% of them are married working women. Hence the focus on developing the human women capital was considered as one of the valuable human asset towards developing the nation Hence the objective of the paper was to study the relationship of working time and work family culture towards work family conflict. The following study was conducted in Sarawak among 60 working women.	The findings indicated that working time and work family culture have a positive relationship towards work family conflict. Hence, the success of formal policies such as family friendly policies will be an effective way of helping employees to balance work and family when organizations provide a supportive work-family environment.

JUSTIFICATION AND RELEVANCE OF THE STUDY

The study has implications for prevention and reduction of stress for dual career academic couples. The responsibility for stress reduction lies with organizations/institutions, with dual career couples and with their family members (in the Indian context). Today Indian organizations need to understand and focus on providing support to the couples for work-personal life balance. In India, studies on Dual-career couples is still new concept to explore much. Only a few initiatives were taken to identify QWL in dual career-couples in India, in establishing relationship between their job performance and Quality of Work Life. Thus the study aims to investigate the QWL dimensions and dual-career couple's job performance through quantitative survey. The aim of the current research is comparatively study QWL among men and women among dual career couples. Identifying the factors related to faculty QWL is of great importance, because it has positive and significant relation with job performance. Therefore, we can improve Job performance (JP) by changing and manipulating QWL factors, and thus move toward the development of the institution. The main aim of this research is specifying the condition of QWL among men and women among dual career couples.

RESEARCH GAP

After going through the various research papers on dual career couples, it has been observed that limited studies have been conducted in studying the impact of the quality of work life of dual-career couples on individual performance and on organisational effectiveness. There is a need for further study to identify how QWL in dual career-couples in India can contribute to individual performance and organisational effectiveness. Another topic of interest in this area is studying the effect of employee-friendly workplace policies for dual career couples on the efficiency and productivity of companies.

OBJECTIVES OF STUDY

The study aims to investigate the QWL dimensions in dual-career couple's job performance and organisational effectiveness. With this backdrop we are trying to find out the impact of aforesaid factors on the work- life balance in the dual career academic couples This study is specifically designed in a view point to achieve following objectives.

- To identify and determine the critical factors of Quality of work life among Academic dual-Career couples.
- To study the impact of quality of work life on individual performance and organisational effectiveness.
- To suggest some measures to improve quality of work life of Academic dual-Career couples.

HYPOTHESIS

- Ho: There is no correlation between quality of work life in dual career couples and individual performance.
- Ho: There is no correlation between quality of work life in dual career couples and organisational effectiveness.

RESEARCH METHODOLOGY

Research Design is the blue print of the various methods for conducting the research projects. It includes the procedures for obtaining the information needed, the way in which they are processed and the method of presentation of the result to solve the research problems.

Research Design: Even though the research designs are plenty, the present study will follow the Exploratory and Descriptive research Design. Since the present study has made an attempt to identify the existence of QWL in academic dual career couple perspective and also finds out the important QWL factors in those couples in balancing their lives, thus it is descriptive in nature.

Scope of Study: The present study will be conducted in government and private universities of Jaipur Rajasthan.

Sampling Method: simple random sampling will be used.

Sampling Size: The information about quality of work life of dual career couple will be collected from 500 dual career couples from private and government universities of Jaipur Rajasthan.

Sample Size: 500

DATA COLLECTION

Both primary and secondary sources will be used to collect the data.

Primary Data: The information will be collected through field survey of the dual career couples and interviewing them. A questionnaire will also be prepared and aspects on which data will be collected from sample respondents which will include social-economic profile of respondents, demands of work and family life, quality of work life, challenges faced by dual career couples in balancing work and life, advancement opportunities, impact of organisational rules and regulations on personal life and problems faced by dual career couples in balancing work and life.

Secondary Data: Secondary data will be collected through web sites, journals, books magzines etc.

STATISTICAL TOOLS OF DATA ANALYSIS

- Data so collected will be tabulated suitably for the purpose of the analysis.
- Appropriate descriptive statistical tools like arithmetic mean, standard deviation, correlation coefficient ,and diagrammatic presentation will be used for interpretation of data.
- Appropriate inferential statistical tool like chi-square, F-test will be applied for hypothesis testing.
- This study is based on the data collection to measure the academic dual career couple perspectives on quality of work life. So the measurement scale here used will be Likert scale.

LIMITATION OF STUDY

While dual-career couples are likely to become a more prevalent and lasting phenomenon, precise figures are unavailable because official statistics cannot distinguish between dual-*earner* and dual-*career* couples. Although, every effort will be made to undertake a representative study, still problem might occur in the course of study. Adequate precaution and care would be taken regarding the same. The study may suffer from the common limitations of a subjective research. The quantification problem, imperfections of data and the intricacy involved in the statistical analysis are in a way inevitable in all such behavioural science researches. This research work is confined to Jaipur only and may have its own effects. Main source of data being the primary source of data, manipulation at the respondent's end cannot be averted. Effect of uncontrollable extraneous variables may also influence the respondents sub-consciously.

Further, the respondents often times do not portray a true picture and opinion. The conclusions, therefore, are subject to aforesaid constraints and are only exploratory and suggestive in nature.

CONCLUSION

The main aim of this research is specifying the condition of QWL among dual career couples and its impact on organisation. Identifying the factors related to faculty QWL is of great importance, because it has positive and significant relation with job performance. Therefore, we can improve Job performance (JP) by changing and manipulating QWL factors, and thus move toward the development of the institution. In order to maintain high performance of the employees, organizations may organize professional counseling programs to help the couples cope with work role stress, family role stress and work family conflict. In conclusion, it is evident that an understanding, accommodating, and sympathetic approach to the management of dual career couples stress can improve organizational effectiveness by fostering continued employment and maximum performance among dual career couples.

CHAPTERISATION PLAN	
Chapter 1:	**INTRODUCTION – AN OVERVIEW** 1.1 Introduction of dual career couples 1.2 Introduction to quality of work life 1.3 Individual and Organisational implications 1.4 Individual implications 1.5 Organisational implications
Chapter 2:	**RESEARCH METHODOLOGY** 2.1 Objective of Study 2.2 Rationale of study 2.3 Scope of Study 2.4 Hypothesis **RESEARCH DESIGN** 2.5 Sampling Design 2.6 Sample Size 2.7 Methods of Sampling **DATA COLLECTION METHODS** 2.8 Primary Data Collection - Source - Instruments & Tools used 2.9 Secondary Data Collection - Review of Related Literature - Library Literature - Journals & Periodical reviews - Statistical tools used for Data Analysis
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7.	**BIBLIOGRAPHY**
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